



Spring Lake United
August 03, 2017
Courtyard Spring Lake

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Members Present: Robbie Larreau; Sam Jones; Pavan Patel; Angel Brown; Kimberly Wiley; Jennifer Craig; Kelly Smith; Jacob Fields; Chas Sampson; Kirk DeViere; Suzanne Geiss; Myron Jones; Stephanie Decatur; Angie Brady; Jessica Bennett

Members Absent: Kim Wilkes; Desiree Hoy; Cynthia Little; Dee Johns; Curtis Worthy; Monica Turner; Jane Connolly; Cathy Norham; Anja Palasky; Nicole Blunt; Collen Bowers; Dev Rajababoo; Chris Rey; Vivek Tandon; Ammie Jenkins; William Wellons; Paula Maczak; Jennifer Combs; Tad Davis; John Meroski

Welcome: Pavan started the meeting at 12:55. He welcomed and thanked everyone for attending.

July Minutes: There were no adjustments to the July meeting notes.

After asking Angie if she had anything to add to the agenda, Pavan let 219 Group start their update. Suzanne passed out handouts of their presentation and reviewed Social Media Advertising (Snapchat Filter), Web Remarketing, Facebook Remarketing and Advertising, Search Engine Marketing, Native Advertising, Call Tracking and YouTube Advertising. With no questions, she reviewed the next steps in the digital marketing campaign. Angie encouraged everyone to check out the web site and to please reach out with feedback. Kirk also mentioned the site is more interactive and should produce a good engagement level. Before moving on, Kirk requested that the hotels try and provide a list of where their top 3 visitors were originating from for the next meeting.

Please see attached report for detail.

Pavan then welcomed Angel Brown with Fort Bragg MWR. Angel handed out information packets and spoke to the group about current advertising opportunities. This was an opportunity for the group to decide what as a group they want to accomplish, as well as what individuals can do at own property level. Pavan did mention he spoke with Tad and they discussed a 3x5 banner in the Soldier Support Area; asked the group to consider. With nothing else from Angel, Angie thanked her and told her she would be in touch.

See information in handout packet.

There was no Town of Spring Lake update.

Sam went into the update for Parks and Recreation and mentioned the that there were three new businesses/restaurants in Spring Lake; Jersey Mike's, Little Caesars and Crown Chicken. He wanted to thank everyone for contributions that were made for the center's swim lessons. It was a hit and the kids enjoyed. Sam then spoke on the upcoming events; Fall Athletic Registration is still going on - the last Screen on the Green will be showing Sing, August 11th - Cut My City will be taking place August 12th from 10:100am – 4:00p where local barbers will be offering free youth haircuts at the Recreation Center. He also reminded everyone of the Carnival coming September 13th – 16th; it will be held in the Big Lots parking lot and there will be \$5 off coupons being offered – with these coupons, everyone used, Spring Lake gets a \$1.00 back. Sam excitingly let everyone know that more things are to come!

There was no Chamber update.

Jacob Fields joined us from Carvers Creek and gave an update on the park. He mentioned they were in the process of hiring an architect to start renovations at the park. There will be improved access to the Rockefeller House, which will become the Visitor's Center. Renovations on the house will start, as well as repair to the dam, which will take 3-5 years to complete. Hopefully all work will begin by the end of 2017. He also mentioned that 1.5 miles of trails were added, there has been a total of 39, 956 visitors to the park this year and a total of 220 volunteer hours. Jacob then went into the upcoming events; The Eclipse of the Sun, August 21st, starts at 2:00pm and special viewing glasses will be provided – Night Hike in the Pines, August 19th, 9:00pm – 11:00pm – Annual Festival, October 14th.

Angie gave the CVB update on behalf John, who was absent. She started by mentioning that if anyone was low on visitor guides, she had some in her car for pickup. She also mentioned a marketing piece that was found on the quarterly Welcome Center visits – NC State Parks Passport. Carvers Creek is in the guide and would love for everyone to pick up a few to have their locations for the guests. Angie also informed the group that the follow-up notes will be sent out a little different. She is revising the notes to share more performance based information and less static. She also reminded everyone of Heroes Homecoming and the "Missing Man Table" initiative. She asked if anyone would be interested in participating, or knew of any businesses/anyone that would like to participate. If so, please reach out. It will be of no cost. With this initiative, Heroes Homecoming is hoping to make this a Guinness of World Record achievement. Angie then mentioned a project she would like to do – a note pad at all front desks of hotels and attractions that will be given to guests/visitors. This pad can be utilized to write

specific notes for guests, as well as a map to hand out. 219 will be helping with the project and once proofed, will be given out. Lastly, Angie mentioned and showed the group the FACVB ad that was taken out in the Weekender. The entire back page will rotate a series of 6 or 7 ads, and Spring Lake is included. The ad that was shown, featured Spring Lake. After mentioning the next FACVB Sales and Marketing meeting for August 24th, Angie turned it back over to Pavan.

Before adjourning the meeting, Pavan asked if anyone had any questions or concerns.

With no questions or concerns, Pavan thanked Kim for hosting the meeting at the Courtyard and the meeting was adjourned at 2:00pm.

Next Meeting:

Please mark your calendars! Thursday, September 07, 2017, 12:30 pm; Spring Lake Recreation and Parks Department.